

7.4

PRACTICE:

Email types -

Announcements and Promos



PRACTICE: EMAIL TYPES



PRODUCT ANNOUNCEMENTS



Consider a product announcement email for your own company. Think of a product you would want people to know about - maybe you have one or a group of them. Pick one and keep it in mind.

What are the **UNIQUE** benefits your product offers over a competitor?

COULD YOU NAME FIVE THINGS?

Write them **short enough to be understood quickly and easily.**

Focus on benefits and make the value obvious.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

UNITE YOUR HEADLINE, DESCRIPTION,
AND CALL TO ACTION
AROUND YOUR PROMOTION:

HEADLINE: We'll Clean Your Home For You!

DESCRIPTION: Our professional cleaners treat every home like it's their own. Sign up for our monthly service and we'll give your home its first cleaning for FREE.

CALL TO ACTION: Get Your FREE Cleaning



TRY IT YOURSELF:

HEADLINE _____

DESCRIPTION _____

CALL TO ACTION _____

ALSO, PERSONALIZE MESSAGES
BY INCLUDING NAMES WITHIN SALUTATIONS: "HI STEVE!"

IF YOU DON'T HAVE DATA, USE "YOU" AND "YOUR"
TO MAKE YOUR COPY MORE PERSONAL. "HEY YOU!"